

Notice of References Cited			Application/Control No.	Applicant(s)/Patent Under Reexamination BORDER ET AL.	
			Examiner Jeffrey R. Swearingen	Art Unit 2145	Page 1 of 1

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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

1 in the embedded advertising link offer database further comprises a fixed
2 denominated value.

3
4 5. The system of Claim 1, wherein each site listing in the message board
5 site listings database further comprises a denominated value.

6
7 6. The system of Claim 5, wherein the denominated value comprises a
8 subscriber-determined bid amount input by a particular subscriber.

9
10 7. The system of Claim 6, wherein said bid amount may be adjusted by
11 the particular subscriber during a defined adjustment period.

12
13 8. The system of Claim 3, wherein said account interface further
14 comprises means for allowing a subscriber to enter a particular bid amount for a
15 particular site listing.

16
17 9. The system of Claim 8, wherein said account interface provides means
18 for each subscriber to search and view site listings previously entered by the
19 particular subscriber, wherein said account interface provides means for displaying
20 said site listings for the particular subscriber ranked in comparison to denominated
21 values of other site listings entered by other subscribers.

22
23 10. The system of Claim 9, wherein said account interface further provides
24 means for each subscriber to enter a new bid amount in order to change the ranking
25 of said subscriber's site listing relative to those of the other subscribers.

26
27 11. The system of Claim 3, wherein said account interface further
28 comprising:

29 a set of program instructions for maintaining for each particular subscriber a
30 set of information for a plurality of embedded advertising link offers.

1
2 12. A network-based message board system, said network-based
3 message board system comprising a set of computer instructions for:
4 displaying a hypertext link on a predetermined line number within a fixed
5 number of lines of a message board display.

6
7 13. The network-based message board system of Claim 12, said network-
8 based message board system further comprising a set of computer instructions for:
9 updating the message board display with a new message; and
10 preserving the hypertext link position at the predetermined line number of the
11 message board display.

12
13 14. A network-based message board system, said network-based
14 message board system comprising a set of computer instructions for:
15 preserving a position of an advertising link at a fixed display position within a
16 message board display.

17
18 15 A method for embedding a hypertext link in an Internet message board
19 display, said method comprising:
20 displaying on a predetermined set of particular display line positions within a
21 fixed number of display line positions on a particular Internet message board a
22 plurality of offer displays.

23
24 16. The method of Claim 15 wherein each particular display line position in
25 the predetermined set of particular display line positions comprises a single offer
26 display.

27
28 17. The method of Claim 15 wherein each particular display line position of
29 the predetermined set of particular display line positions is dedicated to displaying
30 either a single offer display to sell the displayable space on the respective particular

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1 display line position or a single display by a subscriber.

2

3 18. The method of Claim 17 wherein each subscriber display comprises a
4 hypertext link.

5

6 19. The method of Claim 17 wherein the subscriber has paid a
7 predetermined fee for a predetermined period of time for displaying the subscriber
8 display.

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10 20. The method of Claim 17 wherein the subscriber has paid a bid for a
11 particular period of time for displaying the subscriber display;

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13 21. The method of Claim 20 wherein the particular subscriber display may
14 be repositioned among the predetermined set of particular display line positions
15 within the fixed number of display line positions

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